

Ray Lewis (Mrs. Joshua Smith) Independent, Bellwoods Riding, Toronto —
Help to Elect the Friend of Motion Pictures June 19th

Canadian Moving Picture DIGEST

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"VIVA VILLA" CAPTURES TORONTO



"VIVA VILLA" opened at Loew's Toronto, during the current week and "went over with a bang". Toronto responded to Wallace

Beery's interpretation of the Mexican soldier-hero, and sat tense and thrilled through a succession of climaxes which sent the thermometer of emotional heat into the realms of high blood pressure and left the spectators limp but happy.

Ice-cream sodas and ice-cream parlors, vendors of cold drinks found that business was great when the audience poured out of Loew's, the "hot show", the sudden rise in the atmospheric temperature combining for the occasion.

Wallace Beery never did better work; and since he is "A Champ" with a gold medal record in Motion Pictures, you can take it for granted that Leo, the Lion has given birth in "Viva Villa" to a lionlike cub.

"APPRECIATION LUNCHEON"

THE Women's City Club of Kansas City held an annual "Appreciation Luncheon" to which film and theatre men of Kansas City were invited. Mrs. David Lynn was chairman. This club co-operates in spreading the glad tidings of "Better Films" and seeks through such propaganda to interest the public in the excellent films which are being released, stimulating a better market for these and educating public opinion and appreciation for worthwhile films.

It is a much more constructive policy than "knocking".

"JAYDEE" WILLIAMS COMMENDS THE DIGEST EDITORIAL

"DEAR RAY:

I read your editorial 'The Motion Picture Target' in the May 26th issue of The Digest, and think it a fine editorial. I can tell you, Ray,

exactly what the Motion Picture business needs — and I am telling it to you from the heart. It needs some very intelligent people like yourself, with the power you have at your command to write some plain horse-sense regarding conditions as existing in the business today."

Thanks, "Jaydee". Telling the truth is not the easiest thing in the world, because the majority of people hate the truth. It is far easier to be a "yessir" and more profitable to agree with everybody. The only one who suffers through the latter policy is yourself because you develop a sneaky, hypocritical character; and the other sufferers are the people and their enterprises whom you "kid" along to their self-destruction.

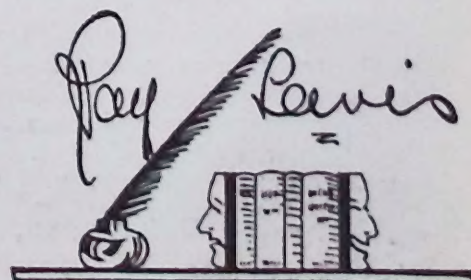
GAUMONT-BRITISH BIG THREE

THE Gaumont-British has announced three great pictures, "Jew Suss", "Chu Chin Chow", and "Little Friend", behind which the British company has placed the strength of this major producing-distributing and exhibiting organization.

"Power", or "Jew Suss", from the book by Feuchtwanger, was world famous before the Hitler Government made its author a German refugee, and burned the book publicly.

"Chu Chin Chow" ran for over seven years in London, England, establishing a record for a stage production.

"Little Friend" presents a child study which is reported to be entirely different in its point of view to anything we have known. This trio looks as if Regal, which is releasing the Gaumont-British pictures, will be in a position to give Canada British pictures bigger and better than ever.



RAY



RAY LEWIS

PRESENTS

"DEAR Miss Lewis," writes Alice Fairweather, "Luck to you in your election. I am sure you would be an influence in Parliament and I also think we need intelligent women in all Parliaments. Congratulations on your editorial regarding the attacks on the movies by would-be reformers. The poor movies get nothing but kicks for the critics are so manifestly unfair. Never have we had such lovely, clean, sweet pictures and never have we had such a storm of condemnation. The matter is serious and I have seen it coming for some time and have tried my best to do all I could to put the matter before the women in a business light telling them that unless they go to, and crowd the good pictures they have no right to condemn."

Thanks, Alice, for the good wishes. Election Day is on June 19th. I feel like the followers of Moses when they left Pharaoh's land. They were pursued by Pharaoh and his charioteers, while before them was the Red Sea. As an Independent Candidate, I have the two parties through which I must pass in order to reach The Promised Land, Queen's Park, Toronto.

HERE is an opportunity for the exhibitors and distributors in Toronto to help me. My platform has been a clean one, free from attacks against any party, or candidate. Helping an Independent means that you make no enemies of either party. Helping me, means that you are helping yourself. The Motion Picture Industry has its problems. Who understands these better than Ray Lewis (Mrs. Joshua Smith), who has grown up in the Industry of Motion Pictures with you; and who has joined you in any appeal which you have made to the Government concerning unfair taxation and prejudicial legislation, etc. My record is as you know a clean one, not only as a Member of the Motion Picture Industry, but as a citizen of Toronto and the Dominion of Canada. Twenty-five years of voluntary social service is my platform upon which I stand to offer myself for the public service of Parliament.

My committee rooms are at 581 College Street, Telephone Melrose 8817; 686 Bloor St. West, Telephone Lakeside 4805; 673 St. Clair Ave. West, Telephone Lakeside 0851; and 829 Queen Street West, Telephone Elgin 2605.

LET me have your car for Election Day. Let me have your services, if you have not a car, for Election Day. Telephone any of my committee rooms and leave your name. Come to a meeting at the Veteran's Hall, College and Crawford Streets, Toronto, on Thursday, June 7th, at 8.00 p.m.

There will be a concert and addresses by prominent citizens. Come and hear my platform.

"There is a tide in the affairs of man which taken at the flood leads on to fortune." These are distressing times for Motion Pictures. There is an organized and powerful crusade against pictures influencing public opinion, which in turn must influence legislation.

I, better than any other candidate for election and re-election in the Parliament of Ontario, know you and the business of which you are a part. Elect me to present the case of Motion Pictures to the Government of Ontario and the people of Canada. I will represent you because I know your service, and because this business with which I am associated for close to twenty years is a business which I love and understand. Save time and money in sending someone to Parliament whom you do not require to pay for service, nor to educate for such service.

Be prepared always for what tomorrow may present. Your greatest defence is in having a representative in Parliament who can answer any questions, and meet any criticisms levelled against the Industry of Motion Pictures, logically, clearly, simply. Help to elect me for Defence.

THE Christian Science Monitor publishes the following article, which we earnestly bring to your attention. The Christian Science Monitor is an excellent paper, to which you will agree. It is not an antagonistic, nor an unfriendly paper.

I do not believe the argument of Dr. Bernard Sachs is sound, when he states that "Gangster and criminal films are the supporting pillars, if not the foundation of the modern school of crime".

GANGSTER PICTURES ARE DENOUNCED FOR THINGS THEY TEACH

Philadelphia, May 16—"Gangster and criminal films are the supporting pillars if not the foundations of the modern school of crime," according to Dr. Bernard Sachs, president of the New York Academy of Medicine, who addressed approximately 600 people here May 12 at this city's organization luncheon of the Motion Picture Council.

"No one has denied the existence of crime before the advent of the motion picture, no one attaches more importance to home environment as the prime factor in the genesis of crime, than I do," Dr. Sachs said. "But the point that we of the council insist upon, in this day of rapidly increasing criminal tendencies, is that there

(Continued on page 6)

Maurice Schwartz, Yiddish Actor of "Yoshe Kalbe" Fame with M-G-M

Wide Range

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"In Union There Is Strength"

WE have been told that "In Union There Is Strength". But how many believe in this, save when they seek to use it to their own advantage. Years ago, Ray Lewis organized the Motion Picture Theatre Owners of Canada. She fought with the so-called Big Interests to keep the Independent producer, the distributor and the exhibitor in business. When the Motion Picture Theatre Owners offered Ray Lewis a salary, she refused to take it, preferring to work as an unpaid worker in the interests of the Independent. She personally had no quarrel with the Big Interests. What revenue she received through her publication, The Canadian Moving Picture Digest, came from the Big Interests whom she fought for the Independent. She had a martyr-complex like all Flaming Youth!

Today some of these Independents have joined the so-called Big Interests. They are in business today because Ray Lewis made it possible for them to exist, and what is the gratitude of some of them?

We will give you one instance, a Benefit Performance was arranged at a certain theatre on Christie Street, in aid of a young men's athletic association. Mrs. Joshua Smith (Ray Lewis) arranged the Benefit Performance in order that the boys might be able to purchase their equipment. The "big shot", who was one of the radical independents of the past, informed Ray Lewis that she could only have the theatre, providing she made no political speech. This was quite satisfactory to Miss Lewis, who promised that she would only thank the management for the use of the theatre, and the film companies for giving their pictures. Whereupon the "big shot" refused to give the theatre, stating, "It is not necessary for you to thank anyone".

Our readers will be interested to know, for they will remember, that long before Ray Lewis ever thought of politics, or of entering the political field she was sponsoring theatre benefit performances for European refugee war children, for underprivileged children, for the unemployed, for Christmas stockings, for Chanukah festivals, etc., etc.

It is written "Cast your bread upon the waters". We would suggest that the "big shot" take a lesson thereby, the time may come when the "big shot" will again need Ray Lewis as he did in the past. Ray Lewis has been known to prophesy truly!

Electrical Research Products

Electrical Research Products of New York has announced a further improvement in connection with Western Electric Wide Range Recording as still another step toward perfect talking picture sound. Detailed announcement of the new development, which E.R.P.I. regards as one of far reaching importance, was made at the company's Hollywood offices recently before a meeting of 30 representatives of the company's producer-licensees.

The effect of the new recording, will be to add brilliance to music reproduction and a further advance in more nearly achieving naturalness and quality of speech in talking pictures. A movie hero's kiss need no longer sound like a gangster's gun or the backfire of a truck.

The improved Wide Range Recording is already being utilized in the Warner Brothers, Metro-Goldwyn-Mayer, Paramount, Columbia, Fox and United Artist Studios.

The new recording can be reproduced without any additions to or changes in equipment in theatres that already have Wide Range reproduction.

Ray Presents

(Continued from page 4)

should not be put before the public a new method of development and even of teaching crime, such as the gangster films of the day have revealed."

The Motion Picture Research Council is not aiming at censorship. Mrs. August Belmont, president, said, but seeks to give voice to the protest of the majority of decency loving people to the kind of films that pander to vulgarity and the breaking down of moral fiber.

"We hope to show the motion picture people the type of things that we do believe in," she said. "The industry's problem is now to find what the public thinks is decent. We hope to have some suggestions to offer them. We hope to evolve methods of getting better pictures that will benefit the whole community, especially the children."

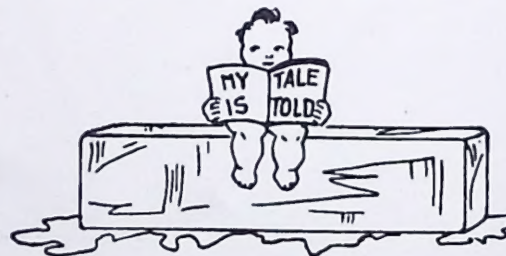
(Republished from the Christian Science Monitor)

The greatest influence today toward a modern school of crime is the modern tendency to "keep up with the Jones", Unemployment, a poor educational system which wastes the taxes of the people, and the fertile soil of children, the youth of our country by a failure to build character in schooldays, and to teach the principles of social and public service instead of teaching dates of wars, and various subjects which we never turn to any use when we leave school.

One of the evil influences of today, and a potent factor in the influence of crime is that we have so few statesmen and Idealists serving in the Governments of Nations. Where are the shining examples of honour and honesty, good citizenship for the youth to emulate and follow?

The press of many nations records the maladministration of its Parliaments, and politicians in and out of power, call each other thieves, traitors, etc., in their respective countries. Is this not a most deadly influence in the world today? Will not the youth be inclined to endeavour to also "get away with it?"

Political elections with their slanderous and degrading attacks upon men in high places and in power will inspire more people to crime than all the Motion Pictures which were ever made.



An Appreciation of Motion Pictures

Reverend Malcolm J. MacLeod, rector of the Collegiate Church of Saint Nicholas, an important parish in New York City, said in a recent sermon:

"I have recently seen a moving picture called 'The House of Rothschild', which I consider a wonderful work of art and one of the most magnificent pictures ever produced by the ingenuity of men.

"We are so ready to condemn the bad features of the modern screen that it is only fair to give credit to the men and women who have made this superb picture. Go and see it by all means."

Three Important Theatres for Lease in Three Best Ontario Towns—Responsible Parties Only—Box 7, Digest



Show Business



Three Pictures Set for June Release by M-G-M

Three pictures will be released by Metro-Goldwyn-Mayer during June, according to announcement from Culver City studios. These include the all-star musical extravaganza, "Hollywood Party", a new Marion Davies vehicle and "Rear Car", a comedy-mystery story, and Marion Davies and Garry Cooper, co-starred in "Operator 13", based on the novel by the late Robert W. Chambers.

New Chester Morris Role

"Let's Talk It Over" is the title finally selected for Chester Morris' latest Universal starring vehicle, formerly known as "Loves of a Sailor" and "Funny Thing Called Love". Mae Clarke and Frank Craven play the principal supporting roles, and the picture was directed by Kurt Neumann, who this week turned the production over to the studio editing department.

Gaumont British Plans Film of Cecil Rhodes

Some time ago Gaumont-British announced their intention of filming the life of Cecil Rhodes. The time that has elapsed since that announcement has been devoted to a close preparation of the subject and it can now be definitely stated that the film will go into production in the late autumn.

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Maurice Schwartz Signs M-G-M Contract

Maurice Schwartz, star of the Jewish Art Theatre in New York for many years, has signed a contract with Metro-Goldwyn-Mayer.

He will go to the coast about June 1 and will act as well as write and direct.

During his period on the New York stage Schwartz has staged and appeared in dozens of different productions, among them Toller's "Red Laughter", R. Rolland's "Wolves", and Gogol's "The Inspector General".

Last fall he appeared on Broadway in an English version of "Yoshe Kalb", which has been one of his greatest successes at the downtown theatre in its original Yiddish form.

El Brendel Signed by Warners

El Brendel, popular Swedish comedian who has been featured in numerous screen roles, has been signed to star in two two-reel Vitaphone Technicolor musical comedies, according to information from Warner's Burbank studios. Phil Regan, well-known radio tenor, recently signed to a long term contract by Warner Bros., will be costarred with Brendel. "What, No Men?", the first of these numbers, will be directed by Ralph Staub.

Jack Benny to Star in "Transatlantic Showboat"

Jack Benny, known for his clever radio skits over NBC and as a stage and screen entertainer, has been signed by Reliance Pictures to star in a film "Transatlantic Showboat", which United Artists will release.

Greatest Gross Taken by "House of Rothschild"

"The House of Rothschild", 20th Century production starring George Arliss and released through United Artists, established \$46,000, at the charity premiere of the picture at the Tivoli Theatre in London Thursday evening, according to cable advice received here by Joseph M. Schenck, president of United Artists, from Maurice Silverstone, London.

The entire proceeds of the performance were donated to the Personal Service League and the Fund for German-Jewish Women and Children.

"Viva Villa" and "Tarzan" Rated High by Magazine

"Viva Villa", Metro-Goldwyn-Mayer's epic of Mexican adventure starring Wallace Beery, which recently completed a two-a-day run at the Criterion Theatre, New York, is listed among the exceptional photoplays of the year in the latest issue of the National Board of Review Magazine.

"Tarzan and His Mate", recent M-G-M release, is also listed as a selected, starred picture in the same issue of the Board of Review publication.

"Of Human Bondage" Heads List RKO Radio

"Of Human Bondage", RKO Radio Pictures' screen version of W. Somerset Maugham's widely read novel, heads the list of five productions scheduled for national release by RKO Radio during the month of June.

Jean Parker, William Powell and Russell Hardie have signed new extended-term contracts at the Metro-Goldwyn-Mayer studios.

Toronto Theatres

LOEW'S—Manager Jules Bernstein — Clark Gable and Myrna Loy in "Men In White", with Elizabeth Allan, a Metro-Goldwyn-Mayer production.

IMPERIAL—Manager Jack Arthur — Janet Gaynor and Charles Farrell in "Change of Heart", a Fox picture.

TIVOLI—Manager D. Krendel — "You Can't Buy Everything", a Metro-Goldwyn-Mayer picture with May Robson; also "The Black Cat", with Boris Karloff and Bela Lugosi, Universal picture.

SHEA'S—Manager Jerry Shea — RKO production, "Sing and Like It", with Zasu Pitts.

UPTOWN—Manager Tom Daley — "Dawn", distributed through Empire Films.

Warners to Market 60 Features for 1934-35. Studios Full Staff All Summer

A Picture That Will
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and Make Strong Men
Weep! Remarkable as
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Magnificent as a Picture
Triumph!



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Romance Ever Told!
It's Human, Life-like,
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Dietrich's "Song of Songs"

VICTORIA HOPPER

(by arrangement with Sydney Carroll)

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